

## Template for “Essential Worker” Letter for Your Employees

Amid reports that in some areas workers are being asked to prove they are in an “essential” industry, PIASC has been inundated with requests for a template for a letter that members can use to protect their employees. It should not go without saying that people traveling to work should not bring undue interest upon themselves (i.e., speeding and other traffic violations).

You can download a document at <https://bit.ly/essentialworker123> that attempts to provide evidence that the business is exempt from the orders that non-essential businesses shut down. The evidence of exemption is in the form of reference to the Governor’s Executive Order and to the most stringent shelter-in-place orders, using City of Los Angeles as the example. In Orange County, we believe that the Governor’s Executive Order is the ruling order, as the OC Amended Order still does not address closure of non-essential businesses. We also looked at the Riverside and San Bernardino health officer orders and, similarly, we believe



that the Governor’s Executive Order is the ruling order in these areas as well, with the possible exception of the City of Palm Springs, which issued a shelter-in-place type order.

You may want to consider adding language to provide specific example of print jobs for essential businesses like

healthcare, food and personal hygiene items. The more information that you can provide to support your case the better. To help, we have also provided the latest list of Essential Businesses from the Governor’s office as of Friday night, March 20 at <https://bit.ly/govt-essential>.

**PIASC is Keeping You Informed During the COVID-19 Crisis**

We’re working hard to bring you the latest information during this fast-moving situation. Watch your email for our (often daily, sometimes multiple times per day) COVID-19 Updates.

**Are you getting the Covid-19 updates? Email [Kristy@piasc.org](mailto:Kristy@piasc.org) to get included.**

### BUSINESS & MANAGEMENT

## Help Prospects Feel How Much You Care

I recently presented a very well-received workshop on “How to Nail Your 30-Second Business Networking Commercial.” On the workshop evaluation form most participants commented on the value and helpfulness of the information I presented. But one person wrote something more specific that really caught my eye:

*“You ‘Feel’ like you really care, and that really matters!”*

### Prospects will pick up on your attitude

That comment got me thinking about attitude, and ways to use your marketing materials to help people feel how much your company truly cares about them. After all, everyone likes to feel as though they personally matter, and there are subtle things you can do to provide the validation they’re looking for.

Here are some ideas...

### Show them you’re there to solve their problems.

Always remember that people don’t buy “things.” They buy the benefits they anticipate these “things” will provide. When your marketing materials clearly communicate how your company will solve their problems, meet their needs and improve their lives, they’ll feel as though you care about delivering this for them.

### Take the risk out of working with you.

If there is a way for you to offer a meaningful guarantee this not only builds trust, it also shows you care. After all, it’s so important to you that your product delivers the desired results that you’ll refund their money if it does not.

### Make them feel like you’re speaking directly to them.

If your marketing materials focus on “you” and “your” instead of “we, us, our, I, my,” at the subconscious level your prospects will feel a stronger emotional connection with your company. This, in turn, will help them feel that you care.

Even if you’re in the business-to-business space, you are selling to people. You need to help these people feel how much you care, because that really matters.

Source: Plumtree Marketing, [www.PlumtreeMarketingInc.com](http://www.PlumtreeMarketingInc.com), PIASC member

### NATIONAL ASSOCIATION NEWS

## PIA Calls For Swift Legislative Action On COVID-19

Printing Industries of America has called upon Congress to take swift legislative action to mitigate the economic impact of this pandemic on the printing and graphic communications industry by creating a federal emergency program to provide compensation for COVID-19-related employee leave.

“While initial legislation (H.R. 6201, Families First Coronavirus Response Act) calls for a federal mandate requiring businesses with 500 and fewer employees to provide 12 weeks of paid leave, PIA is hearing loud and clear from its members that there is not liquidity or tolerance for debt available to fulfill this mandate. The result could lead to an acceleration of layoffs and closures, causing loss of employer-sponsored health insurance for workers at the time it may be most needed,” stated Michael Makin, President and CEO of Printing Industries of America.

“Additionally, policy promising future employer tax credits—while helpful for longer-term stability—will not address the cash hemorrhaging that PIA member companies are experiencing now due to idled presses; customer closures in key verticals like retail, hospitality and transportation; and the uncertainty of future business. Government policy solutions that can be implemented immediately are required and must move quickly through the legislative process and to the President’s desk,” added Makin.

PIA, along with dozens of other indus-

try trade associations, has submitted a formal request <https://bit.ly/PIA-request> to urge Congressional leadership to act on the creation of a federal emergency leave plan as soon as possible. Printing Industries of America is dedicated to advocating this policy solution, which is one of many that may be necessary to help our industry face the COVID-19 pandemic.

Printing Industries of America is committed to the safety and well-being of its members, the printing industry, and its workforce during the ongoing COVID-19 situation. PIA will continue to serve as the industry’s voice in Washington to underscore the critical need for a government response to address the consequences COVID-19 poses to public health, the nation’s economy and its workforce.

Visit PIA’s COVID-19 Information & Resources for the Printing Industry page at [www.printing.org/covid-19-resources](http://www.printing.org/covid-19-resources) for continued updates on legislative responses as well as other information and resources relevant to businesses and employees in our industry.



### GOVERNMENT & LEGISLATIVE

## On Our Radar

**Recently added to the list of proposed laws and other issues that we’re following:**

- **Expansion of paid sick leave** – AB 1844 would expand paid sick leave to also cover behavioral health conditions.
- **Expansion of leave laws** – Governor Newsom hopes to use “trailer bills” (i.e. measures that accompany the annual state budget and only require a simple majority to pass) to repeal 2017’s New Parent Leave Act, and instead expand the California Family Rights Act and California’s Pregnancy Disability Leave Law to apply to all employers, regardless of size.
- **Exempting small businesses from AB 5** – AB 1925 is one of many bills aiming to “chip away” at AB 5, the 2019 law that imposes the new “ABC Test” for determining if a worker is an employee or an independent contractor. AB 1925 would have small businesses use the old “Borello Test” instead of the ABC Test. In this bill a small business is defined as a business that is independently owned and operated, not dominant in its field of operation, has fewer than 100 employees and average gross receipts of \$15 million or less over the previous three years.
- **Protecting the Right to Organize Act** – H.R. 2474, also known as the PRO Act, was passed by Congress on February 6. It has now been sent to the Republican-controlled Senate where, hopefully, it will die. That said, given the fact that the PRO Act is a House Democrat priority, this could be a harbinger of things to come.

H.R. 2474 would amend the National Labor Relations Act and related labor laws to extend protections to union workers. Among other things, it would implement the “ABC Test” for determining if a worker is an employee or an independent contractor on a national level, and allow any person to bring a civil action for harm caused by labor law violations or unfair labor practices (the definition of which is expanded by the bill). For details, see <https://bit.ly/organize-rights>.

**Updates to items we’ve been following:**

- **Court imposes full preliminary injunction on AB 51** – The District Court has issued a full preliminary injunction (replacing the previous temporary injunction) preventing the State of California from enforcing AB 51, the new law which is essentially a ban on mandatory arbitration agreements as a condition of employment or continued employment. This new injunction will remain in place pending a final judgement.
- **Packaging bill killed** – SB 54, the California Circular Economy and Plastic Pollution Reduction Act would have, among other things, required manufacturers of single-use plastic packaging or products to demonstrate a specified recycling rate as a condition of sale.
- **Paid Family Leave expansion bill killed** – AB 1224 would have expanded Paid Family Leave by allowing workers to have two six-week Paid Family Leave claims per year.



Download & print individual articles at [bit.ly/NN-03-30-20](http://bit.ly/NN-03-30-20)



Upcoming Events

# FROM SATELLITE TO STREET VIEW:

REFINING YOUR BUSINESS STRATEGY WITH DETAILED PERFORMANCE RATIOS REPORTING



WEBINAR: From Satellite to Street View: Refining Your Business Strategy with Detailed Performance Ratios Reporting

April 2, 2020

If you’re looking for ways to fortify your business strategy against a slump using concrete data, this webinar is a must-attend. Printing Industries of America’s Economist, David Wilaj, will provide an overview of the Performance Ratios online tool and explore the robust reporting features of the Premium and Professional versions of the program. Throughout the presentation, a focus will be made on how to actively use Performance Ratios reports to find the business strategies that can best prepare your business in the event of recession.

You Will Learn

- How to get started using the Performance Ratios tool
- How to harness additional reporting features to refine your business strategy
- Best practices in applying targeted comparative reporting and takeaways to apply within your own business

Non-Member Price: \$29.00  
Member Price: FREE

Register at: <https://bit.ly/satellite-stview>

CLASSIFIEDS

**Selling Your Printing/Direct Mail Company?** A well-established Orange County marketing service provider is looking for a bolt-on acquisition to expand mailing capability. If your annual sales are over \$1 million contact, Lou Caron, 323.728.9500, Ext. 274.

**Equipment for sale:** Konica Minolta Bizhub Press C6000: 60 pages per minute; three 500 sheet paper drawers; large capacity tray 2,500 sheets; saddle stitch unit with face trim; 100 staple finisher; spectrophotometer; internal fiery con-

troller; impose software. Buyer to pick up. \$14,500 OBO. Contact Aurora at [info@drizen-dohs.com](mailto:info@drizen-dohs.com) or 818-772-9555 ext. 108.

**FOR SALE - Kodak Achieve T800 S Speed Plate setter.** Auto Load and Inline Plate Punching. 3 years old with only 1 year of use. \$42,000 (price new \$119,000). Contact Keith at [Keith@sau-temagazine.com](mailto:Keith@sau-temagazine.com) or 818-335-1928.

*Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, [wendy@piasc.org](mailto:wendy@piasc.org)*

# PIASC

## Member-Only Resources!



# HUMAN RESOURCES

As a **PIASC** member, you have access to an **HR director** who is available to offer you assistance and answer your most difficult questions! Exclusive **online** HR resources are also available.

Call us at 323.728.9500 for more information.

CONTACT US

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PIASC Events Calendar

APR 2

**WEBINAR: From Satellite to Street View: Re ining Your Business Strategy with Detailed Performance Ratios Reporting**

11:00 am - 12:00 pm  
Contact: Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)

APR 8

**MINI WEBINAR: The Tipping Point for Inkjet**

11:00 am - 11:15am  
Contact: Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)

SEPT 15

**SAVE THE DATE! 22nd Annual Orange County Paper & Substrate Show**

Andreï’s Conscious Cuisine  
Irvine, CA  
Contact: Maribel Campos, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org)

*For full list of workshops and virtual classes, please visit [www.piasc.org/events](http://www.piasc.org/events)*